

## **Prepare for the Unexpected Public Service Announcement Contest Rules**

A Public Service Announcement (PSA) is a type of advertisement used to raise awareness of an issue, in this case, the need to be prepared for a disaster or emergency.

Incorporate the concepts of build a disaster kit, make a plan, be prepared into your advertisement about preparing for the unexpected. October is Zombie Preparedness Month in Kansas so you can focus on zombies, or any other creepy critter as long as you use the concepts of build a kit, make a plan, be prepared.

### **ELIGIBILITY:**

“Prepare for the Unexpected” Public Service Announcement Contest (“Contest”) is open to residents of Kansas in the age categories of 6<sup>th</sup>-8<sup>th</sup> grade; 9<sup>th</sup>-12<sup>th</sup> grade; college; adult. **Entries must be received by 5:00 PM CST on October 25<sup>th</sup>, 2011 to be eligible.**

### **HOW TO ENTER:**

Upload file to YouTube. Please select the “share” option for your file. Copy the URL/link to your YouTube file and enter it into the appropriate field when you visit the [www.ksready.gov](http://www.ksready.gov) website. Visit [www.ksready.gov](http://www.ksready.gov), click on the “Zombie Preparedness” hyperlink and click on “Submit a Public Service Announcement” button and fill out the form and click on the submit button. Or enter your submission by mail (including a printed copy of the submission form found on the website) to:

Kansas Division of Emergency Management  
Attn: Devan Tucking  
2800 SW Topeka Blvd.  
Topeka, KS 66611

Entries become the property of the Sponsor to be used in publications and will not be returned.

### **SELECTION OF PRIZE WINNER:**

The Contest will be administered in separate age groups as follows:

6th Grade-8th Grade  
9<sup>th</sup> Grade-12<sup>th</sup> Grade  
College  
Adult

The most creative advertisements displaying good and appropriate disaster preparedness will win.

### **PRIZES:**

Appropriate advertisements will be displayed on the agency and [www.ksready.gov](http://www.ksready.gov) website. Winning participants will each receive a disaster kit and their PSA will be used to promote disaster preparedness.

### **MISCELLANEOUS:**

**All participants will receive a certificate. Winners will be posted on the [www.ksready.gov](http://www.ksready.gov) website by October 28<sup>th</sup>, 5:00pm.**